

# **GENRE ANALYSIS OF TOURISM BROCHURES**

**A THESIS**

**Submitted in partial fulfillment of the requirements  
for the Degree of *Sarjana Sastra (S.S.)* in English Language**



**by :**

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## PAGE OF APPROVAL

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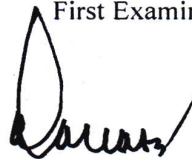
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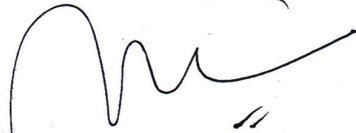
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### **STATEMENT OF ORIGINALITY**

I hereby certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other writer's opinions or findings included in this thesis are quoted or cited in accordance with ethical standard.

Semarang, 23 December 2013

A handwritten signature in black ink, appearing to read 'R. Windy', with a long horizontal flourish extending to the right.

Ruth Windy Dias Proborini

## **MOTTO**

- The three great essentials to achieve anything worth while are, first, hard work; second, stick-to-itiveness; third, common sense.

(Thomas Edison)

- Your future depends on many things, but mostly on you.

(Frank Tyger)



## **DEDICATION**

I would like to dedicate this thesis for:

- My beloved family, especially my parents.
- My special someone, Daniel Agung.
- My best friends, Dini Arifiani, Rahmanita and Fla Foni.
- All my dearest friends.

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Finally, I do realize that due to my limited ability, this thesis must have shortcoming. For this, I welcome any suggestions and criticisms.

Semarang, Desember 23rd, 2013



Ruth Windy Dias Proborini

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## ABSTRACT

This thesis entitled *Genre Analysis in Tourism Brochures* which has three objectives of the study. These are to describe the social function of the brochures, to find out the schematic structure of the brochure and to find out the linguistics features existed in the brochure.

In analyzing the data, the researcher employs qualitative method in discussing the data. Meanwhile the data are a written brochure namely Borobudur and Karimunjawa. In collecting the data, the researcher visited some tourist objects to get the data.

The results show that the social function on brochures is to inform and promote a place or tourist attractions to people or visitors. Meanwhile, the schematic structure on brochure is not the same; all of them have the different form. The dominant schematic structure of brochure is Headlines ^ Location Map ^ Place Information ^ Location Description ^ Facilities ^ Justifying the Place ^ Tourist Object Description ^ Accommodation ^ Souvenirs. The last is the process that occurs in the texts are material process, relational process, mental process, and behavioural process. Material and Relational process becomes the dominant process because the process describes processes of doing and being. It expresses the notion that some entity physically does something-which may be done to some other entity. Material process has function to give information to the people and attract people to visit the place. The tenses that occur are simple present tense, simple past tense, simple future tense, and present perfect tense. Simple present tense can be identified as a dominant tense and the text, because it expresses action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general.

*Keyword: Genre, Tourism Brochures, Borobudur, Karimunjawa*

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Background of the Study**

Language is very important for people life in the world because it is used as a means of communication. It is needed for human being to exchange information, goods and services. It is produced to convey expression of our feeling and thought. Language that people use to communicate occurs in daily activity as a text, and the ways people use language in their most intimate and private encounters are not only socially determined by the social relationships of the family, they also have social effect in the sense of helping to maintain (or, indeed, change) those relationship but it is not a matter of a symmetrical relationship between language and society as equal facets of a single whole. The whole is society, and language is one strand of the social. A text is a product rather than a process ; a product of the process of text production. This process includes in addition to the text the process of production, of which the text is a product, and the process of interpretation, for which the text is a resource.

Language has two forms, namely spoken and written language. Spoken means that language which is expressed in speech rather than in writing. Language as spoken language can be realized in oration, dialogue, presentation, etc. Written means that language which is expressed in utterances than in speaking.

According to Halliday (1985b:9) in Nunan suggests that written language is used for action (for examples : public signs, product labels, television and radio guides, bills, menus, telephone directories, ballot papers, computer manuals); for information (for example, newspaper, current affairs magazines, advertisements, political pamphlets); and for entertainment (for example, comic strips, fiction books, poetry and drama, newspaper features, film subtitles). Genre is a term for grouping texts together, representing how writer typically uses language to respond and to recur situations. Studies of genre also stress a concern with context as well as form and emphasize the importance of description and analysis rather than simple classification. It is also true that genre has become a key concept in modern thought, not only in linguistics and language teaching but in many areas of contemporary social and cultural studies. This is because language is seen as a central way in which people construct our lives. It is through genre that individuals develop relationship, establish communities, and achieve their goals. Without the familiar structure that gives to social events, it would be unable to conduct the most basic interactions of everyday life.

Beside that, brochures are one of the important segments of all business activities now a day. They are essential parts of all sorts of campaigns. They can be used in all sorts of advertising campaigns too. Brochure is a small book usually having a paper cover booklet, folder, pamphlet, leaflet book. It is a written work or composition that has been



published (printed on pages bound together). The brochure must contain the logo or tag line of the respective campaign, project or organization.

The researcher chooses brochure as source data because it gives information and also interesting to analyze. The brochure gives information about location of the object, historical value, object facilities, etc. Then, the researcher is interesting to analyze because it can improve the researcher's knowledges about tourism object.

According to the reasons above, the researcher wants to discuss the topic about genre. The researcher uses theory of genre to analyze the explanation in a brochure in order to understand how the genre applies in a brochure. So, the researcher decides to use the tourism brochure as the source data because the brochure is used by many people as the information of the tourism destination. The researcher identifies the genre applied in the brochure using the theory of genre.

## **1.2. Statements of the Problem**

The statements of the problem of the study are:

1. What are the social functions of tourism brochure?
2. What are the schematic structures of tourism brochure?
3. What are the significant lexicogrammatical features of tourism brochure?

### **1.3. Scope of the Study**

The scope of this study is the genre analysis of text types in tourism brochure. The researcher took 2 out 10 brochures, those are Borobudur and Karimunjawa. The researcher focuses on three statements: Social function, Schematic structure, and Linguistic features. The researcher uses a theory which is proposed by Gerot and Wignell (1994:192).

### **1.4. Objectives of the Study**

According to the statements of the problem, the objectives of the study can be described as follows:

1. To describe the social function of tourism brochure.
2. To describe the generic schematic structures of tourism brochure.
3. To describe the significant lexicogrammatical features of tourism brochure.

### **1.5. Significances of the Study**

It is hoped that result of this study can be a valuable contribution to any body who reads this thesis. And it is expected that this thesis will be used for the student who want to study and analyze the subject of pragmatics. In details, it is hoped that the result will be:

1. A contribution to Dian Nuswantoro University, particularly for English Department students. Theoretically, the researcher gives contribution to

anyone who is interested in discourse study especially about tourism brochure with the topic that has been presented in this research.

2. Practically, to enrich the knowledge of common readers in understanding tourism brochure especially when reading an article, people do not only get the information, but also able to view the problem from a higher stance and to gain a comprehensive view of problem and ourselves in relation to that problem.
3. It gives knowledge for the reseacher to understand the tourism brochure. This thesis can be a reference for the researcher. The result of this study would, in turn, enable the researcher to with hold the genre analysis of tourism brochures.

## **1.6. Thesis Organization**

In order to present this thesis systematically in accordance to writing principles and to make it easy for the readers to understand the content of the thesis, it is presented in five chapters with the following thesis organization.

The first chapter is Introduction. It consists of Background of the Study, Statements of the Problem, Scope of the Study, Objective of the Study, Significances of the Study, and Thesis Organization.

Review of Related Literature, exposed in the second chapter. This chapter is arranged to support and direct the researcher in analyzing the data

of the problem. The theories used in this chapter are: Text, Text and Context, Context of Culture (Genre) , Text Type , Brochure.

The third chapter is Research Method that begins with the method used in this research. This chapter contains five sub-chapters: Research Design, Unit of Analysis, Source of Data, Technique of Data Collection, Technique of Data Analysis.

The next chapter is the fourth chapter. This chapter covers the Data Analysis. It presents research finding and discussion.

The last chapter is the conclusion. It also presents suggestions from the researcher related to the subject being analyzed.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

To make a good analysis, the researcher must be supported by several related theories. The theories which are applied in this thesis are Text, Text and Context, Context of Culture (Genre), Text Type , Brochure (Definition of Brochure, Characteristics of Brochure, and Kinds of Brochure). For further explanation of each theory can be seen in the following sub chapter below:

#### **2.1. Text**

The word text is related to “textile” and can be translated as “fabric” just a single threads form a fabric. So words and sentences form a meaningful and coherent text (Klarer,1991:1). Based on the statement on Klarer, when the text is coherent for the readers and address in this way, it is a discourse. A text is realized in knowable context. The context is not a product of either the conscious or unconscious intention of an author; nor its centrality and autonomy evident. The text is always produced in relation to something other. There are, in fact, raw materials of literature which form the necessary base from which it is produced.

People live in a word of words. When these words are put together to communicate a meaning, a piece of text is created. When you speak or write to communicate a message, you are constructing a text. When you read, listen to, or view a piece a text, you are interpreting its meaning. Creating a text requires us to make choice about the words people use and

how people put them together. If people make the right choice than people can communicate with others. Our choice of words will depend on our purpose and our context. According to Macken, there are two main categories of texts literary and factual. Within these are various text types. Each text type has a common way of using language.

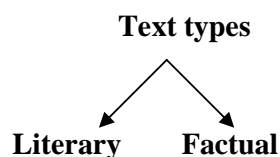
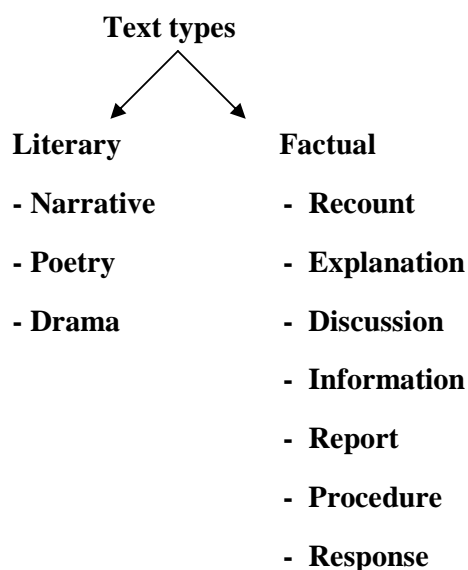


Figure 2.1 : Range of Genre  
Source Mackens (1990: 12)

Literary texts include aboriginal dreaming stories, movie scripts, limericks, fairy tale plays, novels, song lyrics, mimes and soap opera. Literary text has three main text type in this category: narrative, poetic and dramatic (Anderson and Kathy's 1997: 1).



Figures 2.2 : Category of Genre  
Source Anderson and Kathy's (1997: 1)

Factual texts including advertisements, announcements, internet websites, current affairs shows, databases, recipes, reports and instruction. They present information or ideas and aim to show, tell or persuade the audience (Anderson and Kathy, 1997: 3). The main text types in this category are recount, response, explanation, discussion, information report, exposition, procedure, and response.

The important thing about text is an understanding meaning which appropriate to its context.

## **2.2. Context of Culture (Genre)**

“The French word” genre means “kind”. In English, the word has a long tradition of use in literary studies, where it has been used to refer in conventional types of literary texts (Johnstone, 2002: 156). Similarly Gerot and Wignell (1994: 40) say “ A genre can be defined as a culturally specific text type which results from using language (written or spoken) to help accomplish something”. The definition of genre is also described by Martin (1985) as cited in Swales (1990: 40):

Genres are how things get done, when language is used to accomplish them. They range from literary to far from literary forms: poems, narratives, expositions, lectures, seminar, recipes, manuals, appointment making, service encounters, news broadcast and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture.

In relation with this idea Swales (1981: 10) as cited in Anderson and Malmkjaer (1991: 176) say “ A genre is a more or less standardized communicative event with a goal or set of goals mutually understood by the

participants in that event, and occurring within a functional rather than social or personal setting.

Malmkjaer (1991: 176) states that:

A general definition of genre might explain that a genre is a text or discourse type which is recognized as such by the users by its characteristic features of style or form, which will be specifiable through stylistic and text. Linguistic/ discourse analysis, and/or by the particular function of texts belonging to the genre.

A genre is more than just its discourse structure and patterns of language. There many factors that are important to consider, such as, the socio-cultural, context of the text, the purpose of the text, the audience of the text, expectations of the particular discourse community and the relationship the text has with other instance of the genre.

Systemic genre analysts deals this by considering the way in which the context of culture and context of situation of a particular genre influences language choices made within to text. Context pf culture includes the attitudes, value and shares experiences of people living in a particular culture. It also includes culture-specific expectations of way of behaving and getting things done (or genres). The context of situations represent situation-specific variables that combine to produce the particular register of a text. These variables include the topic, or content, of the text (its field), the relationship between readers and writers (or speakers and listeners) of the text (its tenor) and the channel of communication. Each of these variables impacts upon the language of a text. There is also a need to go beyond to text to an examination of the cultural and social context in



which the genre occurs. We need to consider a variety factor, for example, reader and writer (or speaker and listener) roles, purpose, and the institutional, social and cultural values and interpretation of particular texts (Johns, 1997)

Genre analysts contain (Gerot and Wignell, 1994: 192) the social function, schematic structure and significant lexico grammatical feature in every text types.

### **2.3. Text Type**

Kaplan (1972) as cited in Connor (1996: 31) classified discourse into description, narration, argumentation, and exposition. Absent from this classification was persuasion, the major component of classical rhetoric, which had been replaced by argumentation. Only in 1971 was persuasion distinguished from exposition with the publication of Kinneavy's book, a theory of discourse, which included persuasion as one of the four major aims of discourse.

According to Macken, there are 2 kinds of genre as story genre and factual genre. Story genre consists of five genres; they are narrative, news story, exemplum, anecdote, and recount. Factual genre is divided into procedure, explanation, report, exposition, and discussion.

Macken categorize genre into two types, literary genre and factual genre. Literary genre consists of narrative, poetry, and drama. Factual genre has seven types of genre; they are recount, explanation, discussion,

information report, exposition, procedure, and response. Furthermore, the text type and the purpose of the text are described in the table below:

**Table 2.1 Text Type and Communicative Purpose according to Macken**

<b>Text Type</b>	<b>Purpose</b>
Poetic	To express the feelings or experiences of the poet so as to describe, praise or criticize.
Dramatic	To portray human experience through enactment, sometimes in order to make social comment.
Narrative	To construct a view of the world that entertains or informs the reader or listener.
Response	To respond to an artistic work by providing a description of the work and judgement.
Discussion	To present differing opinions on a subject to the reader or listener.
Explanation	To explain how or why something occurs.
Exposition	To argue or persuade by presenting one side of an issue.
Information report	To classify, describe or to present information about a subject.
Procedure	To instruct someone on how something can be done.
Recount	To retell a series of events, usually in the order they occurred.

Another theory about text type and the purpose is adapted from English K-6 syllabus (1998) as cited in Butt (2000: 9)

**Table 2.2 Text Type and Communicative Purpose according to Butt**

	<b>Purpose for using language</b>	<b>Text type</b>
A	To tell what happened, to document a sequence of events and evaluate their significance in some way	Recount
B	To construct a pattern of events with problematic and/or unexpected out come that entertains and instructs the reader or listener	Narrative
C	To tell how to do something	Procedure
D	To present information about something	Information report
E	To tell how and why things occur	Explanation
F	To argue a case	Exposition
G	To look at more than one side of an issue; to explore various perspectives before coming to an informed decision	Discussion

(Butt, et.al, 2000: 9)

Furthermore, Butt (2000: 10-13) describes some structural elements of text type that will be explained below:

1. The structural elements of recount:
  - a. Orientation: information about who.
  - b. Record of events: in the order in which they occurred.
  - c. Reorientation: rounding off the sequence of events.
  - d. Coda: personal evaluation.
2. The structural elements of narrative:
  - a. Orientation: information about who and where.
  - b. Complication: events that constitute a problem or crisis, evaluation of the problem.
  - c. Resolution: information about how problem was resolved and normal events resumed.
  - d. Coda: personal evaluation.
3. The structural elements of procedure:
  - a. Goal
  - b. Materials
  - c. Steps (in sequence)
4. The structural elements of information report:
  - a. General statement: identification and classification.
  - b. Description: information organized in bundles (appearance, habitat, behaviour, etc)

5. The structural elements of explanation:
  - a. Identifying statement
  - b. Explanation sequence: the phases of the process in the order in which they occur
6. The structural elements of exposition:
  - a. Statement of position
  - b. Preview of arguments
  - c. Arguments (supported by evidence)
  - d. Reinforcement of statement of position
7. The structural elements of discussion:
  - a. Issue
  - b. Arguments for
  - c. Arguments against

Butt also describes process types, participant roles, and also circumstances that occur as linguistic features in genre. Butt (Butt, et.al, 2000: 52-53 & 65) describes them in the table below:

**Table 2.3 Process Type**

<b>Process type</b>	<b>Domain</b>	<b>Restriction</b>	<b>Participants</b>
Material Function: to construe the material world of doing	Outside activities doing something	None anyone/thing can do	Actor = doer Goal = affected Range = not affected Beneficiary = to/for
Behavioural Function: to construe conscious behaviour	Physiological and psychological behaviour: the doing version of mental or verbal process	Needs consciousness	Behavior = doer Behaviour/range = done

Mental Function: to construe and may project the inner world of consciousness	Inside activities thinking, knowing, liking, wanting, perceiving	Needs consciousness and human characteristics	Senser = doer Phenomenon = thing known, like/dislike, wanted, perceived
Verbal Function: to construe saying	Bringing the inside outside: saying something	None anyone/ thing can say	Sayer = doer Verbiage = said Receiver = said to Target = said about
Existential Function: to construe existence	Introduce existence of new participants	None	Existent
Relational attributive Function: to construe relationships of description	To characterize or assign membership to a class	None	Carrier = thing described Attribute = description
Relational identifying Function: to construe relationships of identification and equation	To decode known meanings and encode new meaning	None	Identified = that which is to be identified Identifier = the new identity Token = form Value = function or role Token represents value Value is represented by token

Table 2.4 Type of Circumstance

Type of Circumstance	Answer the question	Examples
Extent	How long? How far? How many times?	(for) two hours (for) two miles Five times a week
Location	Where? When?	In the yard After dinner
Contingency	If what?	In case of rain In spite of rain In the absence of fine weather

Cause	Why? What for?	Because of the rain For a rest
Accompaniment	With whom? And who else? But not who?	With a friend As well as Henry Instead of Michael
Matter	What about?	About suffering
Role	What as?	As a clown
Manner	How?	By car
Means	What with?	With a stick
Quality	How?	Quietly
Comparison	What like?	Like a trooper
Angle	According to whom?	To Mary According to Luke

(Butt, et.al, 2000: 52-53 & 65)

On the other hand, Gerot and Wignell never categorize type of genre but directly divided it to be 13 items. They are: Spoof/Recount, Recounts, Reports, Analytical Exposition, New Item, Anecdote, Narrative, Procedure, Description, Hortatory Exposition, Explanation, Discussion, and Reviews. Here the researcher will use Gerot and Wignell category of genre to analyze the data.

### 1. **Spoof/Recount**

Social Function : To retell an event with a humorous twist.

Generic (schematic) Structure :

- a. Orientation : sets the scene
- b. Event : tell what happened
- c. Twist : provides the punch line

Significant Lexicogrammatical Features :

- a. Focus on individual participants
- b. Use of material processes

- c. Circumstances of time and place
- d. Use of past tense

## 2. **Recounts**

Social Function : To retell events for the purpose of informing or entertaining.

According to Paltridge recount purpose is to tell what happened, to record events for the purpose of informing. He gives the schematic structure of recount as orientation, events, reorientation, and (coda).

Generic (schematic) Structure :

- a. Orientation : provides the setting and introduces participants
- b. Events : tell what happened in what sequence
- c. Re-orientation : optional-closure of events

Significant Lexicogrammatical Features :

- a. Focus on specific participants
- b. Use of material processes
- c. Circumstance of time and places
- d. Use of past tense
- e. Focus on temporal sequences

## 3. **Reports**

Social Function : To describe the way things are, with reference to a whole range of phenomena, natural, synthetic and social in our environment.

Generic (schematic) Structure :

- a. General classification: tells what the phenomenon under discussion *is*.
- b. Description: tell what the phenomenon under discussion *is like* in term of:
  - 1) Part (and their function)
  - 2) Qualities
  - 3) Habits / behaviors, of living, uses, if non natural.

Significant Lexicogrammatical Features :

- a. Focus on generic participants
- b. Use of relational processes to state what is and that which it is
- c. Use of simple present tense (unless extinct)
- d. No temporal sequence

#### 4. **Analytical Exposition**

Social Function : To persuade the reader or listener that something in the case.

Generic (schematic) Structure :

- a. Thesis
 

Position	: introduce topic and indicate writer's position
Preview	: outline the main arguments to be presented
- b. Arguments
 

Point	: restates main argument outlines in preview
Elaboration	: developer and supports each point / argument



- c. Reiteration : restates writer's position

Significant Lexicogrammatical Features :

- a. Focus on generic human and non-human participants
- b. Use of simple present tense
- c. Use of relational processes
- d. Use of internal conjunction to state argument
- e. Reasoning through causal conjunction or nominalization

## 5. News Item

Social Function : To inform readers, listeners or viewer, about events of the day what are considered news worthy or important.

Generic (schematic) Structure :

- a. Newsworthy Events (S) : recounts the events in summary form
- b. Background Events (S) : elaborate what happened, to whom, in what circumstances
- c. Sources : comments by participants in witness to and authorities expert on the events.

Significant Lexicogrammatical Features :

- a. Short, telegraphic information about story captured in headline.
- b. Use of material / processes to retell the event
- c. Use of projecting Verbal Processes in Sources stage
- d. Focus on circumstances

## 6. **Anecdote**

Social Function : To share with others on account of an unusual or amusing incident.

Generic (schematic) Structure :

- a. Abstract signals the retelling of an unusual incident
- b. Orientation sets the scene
- c. Crisis provides details of the unusual incidents
- d. Reaction : reaction to crisis
- e. Coda: optional-reflection on or evaluation of the incident

Significant Lexicogrammatical Features :

- a. Use of exclamations, rhetorical questions and intensifiers (really, very quite, etc) to point up the significance of the events.
- b. Use of material processes to tell what happened.
- c. Use of temporal conjunctions.

## 7. **Narrative**

Social Function : To amuse, entertain and to deal with actual or vicarious experience in different ways; Narratives deal with problematic events which lead to a crisis or turning point of some kind, which in turn finds a resolution.

Generic (schematic) Structure :

- a. Orientation : sets the scene and introduces the participants
- b. Evaluation : a stepping back to evaluate the plight

- c. Complication : a crisis arise
- d. Resolution : the crisis is resolved, for better of for worse
- e. Re-orientation : optional

Significant Lexicogrammatical Features :

- a. Focus on specific and usually individualized participation
- b. Use of Material Processes, (and in this text, Behavioral and Verbal processes)
- c. Use of Relational Processes and Mental Processes
- d. Use of temporal conjunctions and temporal Circumstance
- e. Use of past tense

## 8. **Procedure**

Social Function : To describe how something is accomplish through a sequence or action or steps.

Generic (schematic) Structure :

- a. Goal
- b. Material (not required for all procedural texts)
- c. Step 1 – n (I e goal followed by a series or steps oriented to achieving the goal)

Significant Lexicogrammatical Features :

- a. Focus on generalized human agents
- b. Use of simple present tense, often imperative
- c. Use of mainly temporal conjunctions
- d. Use of mainly material processes

## 9. **Description**

Social Function : To describe a particular person, place or thing.

Generic (schematic) Structure :

- a. Identification : identifies phenomenon to be described
- b. Description : describes part, qualities, characteristics

Significant Lexicogrammatical Features :

- a. Focus on specific participants
- b. Use of attributive and identifying processes
- c. Frequent use of epithets and classifiers in nominal groups
- d. Use of simple present tense

## 10. **Hortatory Exposition**

Social Function : To persuade the reader or listener that something  
should or should not be the case.

Generic (schematic) Structure :

- a. Thesis : announcement of issue of concern
- b. Arguments : reasons for concern, leading to recommendation
- c. Recommendation : statement of what ought or ought not to happen

Significant Lexicogrammatical Features :

- a. Focus on generic human and non-human participant except for speaker or written referring to self.
- b. Use of :
  - 1) Mental processes : to state what writer thinks or feels about issue
  - 2) Material processes : to state what happens

3) Relational processes : to state what is or should

c. Use of simple present tense

## 11. Explanation

Social Function : To explain the processes involved in the formation or working of natural/ or socio cultural phenomena.

Generic (schematic) Structure :

- a. A general statement to position the reader
- b. A sequenced explanation of why or how something occurs

Significant Lexicogrammatical Features :

- a. Focus on generic, non-human participants
- b. Use mainly of material and relational processes
- c. Use mainly of temporal and causal circumstances and conjunctions
- d. Use of simple present tense
- e. Some use of passive voice to get theme right

## 12. Discussion

Social Function : To present (at least) two points of view about an issue

Generic (schematic) Structure :

- a. Issue
  - 1) Statement
  - 2) Preview
- b. Arguments for and against or statement of differing points of view
  - 1) Point
  - 2) Elaboration

c. Conclusion or recommendations

Significant Lexicogrammatical Features :

- a. Focus on generic human and generic non-human participants
- b. Use of :
  - 1) Material processes
  - 2) Relational processes
  - 3) Mental processes
- c. Use of comparative contrastive and consequential conjunctions
- d. Reasoning expressed as verbs and nouns (abstraction)

### 13. Reviews

Social Function: To critique an art work or event for a public audience. Such works of an art include movie, TV shows, books, plays, operas, recordings, exhibitions, concerts and ballets.

Generic (schematic) Structure :

- a. Orientation: places the work in its general and particular context, often by comparing it with others of its kind or through analogue with a non-art object or event.
- b. Interpretative Recounts: summarizes the plot and / or provides an account of how the reviewed rendition of the work came into being : is optional, but if present, often recursive.
- c. Evaluation: provides an evaluation of the work and / or its performance or production : is usually recursive.

- d. Evaluative Summation: provides a kind of punch line which sums up the reviewer opinion of the art event as a whole : is optional.

Significant Lexicogrammatical Features :

- a. Focus on particular participants.
- b. Direct expression of opinions through use of attitudinal texts (value-laden vocabulary) including attitudinal / epithets in nominal groups : qualitative attributes and effective mental processes.
- c. Use elaborating and extending clause and group complexes to package the information (evident).
- d. Use of metaphorical language.

## 2.4. Brochure

The brochure is one of the best ways to present people company. There are *tri-fold* brochures used to advertise a new product or service that people company offers, or there are *bi-fold* folders that are used to present people company projects outside or inside it. There are different brochure types, and every type has a different way to be designed. The criterion adopted to design a *bi-fold* brochure to present your company projects for internal use would be different from the one for external use. A well designed brochure is the best way to introduce your company to your company to your potential customers.

A brochure has three functions that will be explained as below:

1. *Informative function* : a brochure is usually used to inform your potential customers with regards to your company. This information is related to

your company presentation, a new product or service that your company offers, or a recent change in your company name, etc.

2. *Advertising function* : a brochure is really important as an advertising tool, which attractively allows you to promote one or more products or services. For further details this function will be analyzed in the section called Advertising aspect.
3. *Identification function* : a well-done brochure design allows you to maintain a same criterion through all your company brochures. If this criterion (sometimes called concept) is unified in all the brochure types, it will make your company to be recognized automatically. It will give to your company prestige and credibility. It is important for your company brochure not only have a “concept” but also to have a logo ; a well designed logo is essential for any company, is one of the first steps to start an advertising campaign.

These are three functions should have an interaction. The brochure should be the result of that interaction, otherwise it will not be effective. Maybe one of those stands out more than the others but this should not affect your brochure design. For example, if your company launches a new product and decides to have a brochure designed for this launch, the function that will stand out on your brochure would be the advertising one, even though this brochure could have information regarding the product and same the time represent your company.



## **CHAPTER III**

### **RESEARCH METHOD**

Research method is an important thing in a scientific research because whether the result of a research can be said as a scientific one or not depends on the way of choosing and using the method which is relevant with the research object. This part discusses research design, unit of analysis, source of data, techniques of data collection, and techniques of data analysis.

#### **3.1. Research Design**

The type used for carrying out this study is qualitative descriptive. Arikunto (2006: 12) affirms that qualitative research is a naturalistic research. It is the contrary of the quantitative research. In collecting the data and in giving the result of the study, the researcher does not use numeric pattern.

This study intends to describe and identity kind of genre of a text in tourism brochure. Muktar and Erna Widodo (2000:15-16) state “Descriptive method is the method which is used to find and also collect information concerning to the situation without requiring to be tested by a hypothesis and a purpose to describe systematically a situation or area of interest and accurately”.

The researcher has ten tourism brochures in the study but the researcher only chooses 5 of 10 tourism brochures purposively. The reesearcher choses five tourism nrochures because the five brochures

contains good topic, length, and eyecatching for the researcher. In this research, the researcher employed purposive sampling in choosing the data. Purposive Sampling is done by taking a subject based upon particular purposive. This technique is performed for a variety of consideration, such as reason for the limitation of time, effort, and money. Although this way is allowed, the researcher could determine the sample based on specific goals.

### **3.2. Unit of Analysis**

Unit analysis of this study is sentences found in the brochures that were taken from tourism brochures in many tourism places.

### **3.3. Source of Data**

The source of the data is taken from the texts of tourism brochures. This tourism brochures are found in the famous tourism places, like Borobudur temple (in Muntilan, Central Java), Prambanan temple (in Klaten, Central Java), Karimunjawa island, Tambora (in Wonosobo, Central Java), and Tloko (in Salatiga, Central Java), which using brochure to introduce the place. In this case, the researcher only took two data as the main data for the analysis, those are Borobudur and Karimunjawa.

### **3.4. Techniques of the Data Collection**

In this study, the researcher will obtain the data from tourism brochure texts by doing some steps, they are:

1. Visiting the tourism object.

In this step, the researcher visits some tourist objects to find the brochures.

2. Searching the brochure which can gives information about the object.

In this step, the researcher finds some information which is given in the brochures.

3. Choosing the brochure contains information about the object.

In this steps, the researcher chose 2 out of 10 brochures. The reason is that the researcher wants to get the complete information.

### **3.5. Technique of Data Analysis**

In analyzing the data, the researcher uses the following steps:

1. Reading all the texts one by one

The first step of the data analysis was reading and re-reading the texts of tourism brochures.

2. Analyzing the communicative purpose of the text

After reading all the text in tourism brochure. The researcher analyze the communicative purpose of each text by understanding the meaning of content.

3. Describing the schematic structure

In describing the schematic structure of the text, the researcher tries to segment the paragraph into each schematic structure.

4. Describing significant lexicogrammatical features

In describing the Linguistic features of the text, the researcher is able to find the participants, tenses realization and also the processes.

5. Drawing a conclusion

## CHAPTER IV

### DATA ANALYSIS

This chapter tells about the results of the data analysis in order to answer the problem of this research. The framework used to analyze the data is proposed by Gerot and Wignell (1994: 192). The statements of the problem are addressed to find out what kinds of social function, what kinds of schematic structure, and what kinds of lexicogrammatical described in genre.

#### 4.1 The Findings of the Brochures

In this part of the sub chapter, the researcher found some schematic structures and linguistics features in the Brochure of *Karimunjawa* and *Borobudur*.

The following table 4.1 covers the parts of each brochure. It can be seen in table 4.1 below.

**Table 4.1 Parts of the Tourism Brochures**

Parts of Brochure	The Tourism Brochures	
	Borobudur	Karimunjawa
Headlines	✓	✓
Location Description	✓	✓
Place of Information	✓	✓
Supplementary Information	✓	✓
Facilities	✓	✓
Justifyingf the Place	✓	-
Direction and Transportation	-	✓
Souvenirs	-	✓
Accomodation List	-	✓
Information Centre	-	✓
Location Map	✓	✓

From the table above, checkmark shows the parts or structure of each brochure. The researcher covers parts into Headlines ^ Location Map^ Place Information^ Location Description^ Facilities^ Justifying the Place ^ Accomodation^ Souveniers

For linguistics features, the researcher focused on process types, mood types, and tenses. After the data were divided into clauses, the researcher found 78 clauses from two brochures. Halliday as cited in Gerot and Wignell (1994: 54), asserts that there are seven different process types; material, behavioral, mental, verbal, relational, existential, and meteorological.

The following table 4.2 presents the process types of the data which is total 78 clauses, it would be analyzed and mention more detailed for each process type. It can be seen on the table 4.2 below:

**Table 4.2 Process type of the Brochures**

Process Types	The Tourist Brochures		Total	%
	Borobudur	Karimunjawa		
Material	16	19	35	44.87%
Relational	19	15	34	43.58%
Mental	3	1	4	5,13%
Existensial	3	2	5	6.41%
Total	41	37	78	100%

From the table above, it can be seen that there are four processes found in the brochures. The four processes are material, relational, mental and existensial. The researcher found that the most dominant process in the brochures is material process which is happened 35 times and the percentage is (44.87%). Material process can be decided as the dominant process. The

other occurrence of process types are relational process occurs 34 times (43.58%), mental process occurs 3 times (6.41%), and the last is existensial process which is occurs also 5 times (6.41%).

The following table 4.3 presents the tenses of the data which is total 59 sentences analyzed and followed by more detailed for each tenses type. It can be seen in table 4.3 below:

**Table 4.3 Classifying Tenses on the Brochures**

Tenses	The Brochures		Total	%
	Borobudur	Karimunjawa		
Simple Present	17	30	47	79.66%
Simple Past	2	1	3	4.61%
Simple Future	3	0	3	5.08%
Present Perfect	3	3	6	10.16%
Total	25	34	59	100%

From the table above, it can be determined that there are only five tenses found in all linguistic features in 2 of the Brochures. The tenses used in this text are simple present, simple past, simple future, present perfect. The researcher found that simple present tenses is the most dominant tenses in the brochure which occurs 47 times and the percentage is (79.66%). Simple present tense can be identified as a dominant tense, because it express action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general. Simple present can be seen from several verbs, which is used the simple form of verb [am/is/are] + [V1= future verb]: *include, build, comprise*, etc.

The other occurrence of tenses are simple past occurs 3 times (4.61%), simple future occurs 3 times (5.08%), and present perfect 6 times (10.16%).

## **4.2 The discussion of The Brochure of *Borobudur***

### **4.2.1 Social function of The Brochure of *Borobudur***

The social function of the brochure is to inform and promote the people who want to spend their free time to relax or to visit a tourist object in Magelang area. Besides that, it is also to inform people that Borobudur is one of the tourist objects where people can walk or stay at Borobudur.

### **4.2.2 Schematic Structure of The Brochure of *Borobudur* Temple**

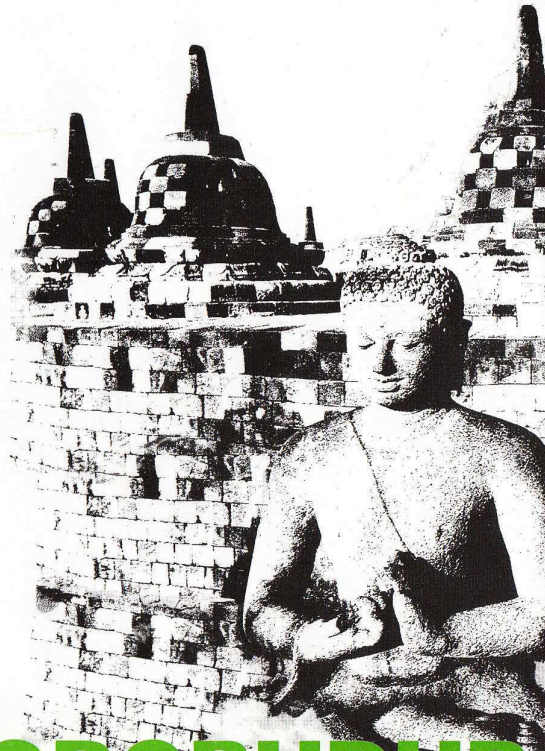
The schematic structure of this brochure is: Headlines ^ Location Description ^ Place of Information ^ Supplementary Description ^ Facilities ^ Justifying the Place ^ Location Map.

#### **1. Headlines**

The existence of headlines is important. It shows the term or identity of brochure. That is the reason why headlines is one of the important parts mentioned in brochure. By reading the headlines of the brochure, it will be clearly to identify the kind of the brochure. In this brochure visitors can see the general description about the place they visited. This stage is seen in the following picture below:



[www.borobudurpark.co.id](http://www.borobudurpark.co.id)



# BOROBUDUR

*A magnificent site of world cultural heritage,  
the largest temple in the world.*



**The National Archaeological Park**



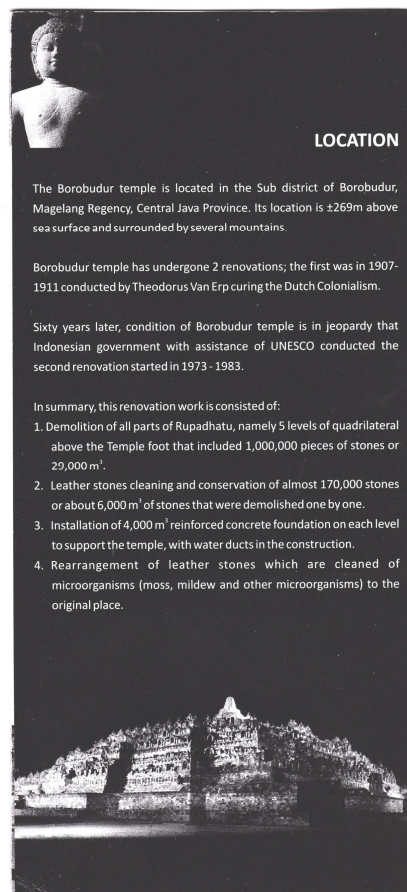
PT. TEMPLE TOURIST PARK  
BOROBUDUR, PRAMBANAN &  
RATU BOKO (Persero)

**English**  
VERSION

The characteristic of headlines is used a nominal group, it can be seen from the object named of the data “*BOROBUDUR a magnificent site of the world cultural heritage, the largest temple in the world. The National Archaeological Park*”. The word Borobudur becomes the head word of the phrase and the other words become additional information.

## 2. Location Description


This part provides information about detail of the location. In this brochure, it shows by the detail of the tourist location by giving the visitors the pictures so they could find the location they wanted to visit easily. This stage is seen in the following:



The data above describes the location of Borobudur. It can be seen in the picture above that it shows the detail of the location and its place. Besides that, the presentation of the map is using a number which indicate its location. So it will make the visitors easier to find the place they will go.

### 3. Place of Information

This part of the data presents the purpose of the location. From the data the reader can get the illustration about the location that offered in this brochure. This stage is seen in the following:



Borobudur's name originated from words Boro and Budur, where Boro means temple or shrine from sanskrit 'Byara' while Budur remains us of Balinese 'Beduhur' which means above the hill.


Borobudur temple which is built above the hill as stepped pyramid was made of piles of more than 2,000,000 andesitic rocks.

If we examine the temple from a distant it gives us a shape of stupa but when we get near it, two items or building styles. Upper part has the shape of main stupa and is based on three round kernels, this style represents Indian architecture style while the lower part is stepped pyramid shaped as quadrilateral with angles. This shape illustrates Javanese style or architecture, however both parts is a unity and as a whole it resembles stupa.

Stupa in Borobudur Temple is in accordance with Buddhism concept which is replica of universe. Borobudur temple has no spaces inside. We can merely see and admire it by walking around it which is called as 'Pradaksina'.

According to Buddhism, Buddha means giving deep admiration to good spirits. building of Borobudur temple consists of 3 major sections.

- The first section called as "Kamadhatu" which describes the human lives which have able to control desires which is described by the foundation section.
- The second section is called as "Rupadhatu" which describes human lives which have able to control desires yet still bound by forms.
- The third section is called as "Arupadhatu" which describes nirwana and sunyata worlds, described by 3 terraces in form of circles.



From the data above, the paragraph explains about the name *Borobudur*. It describes not only about its name but also the stages existed in Borobudur temple.

#### 4. Supplementary Description

In this part of data, it offers the the additional description about Borobudur. The picture below shows this information:



When he became a hermit, he was student of several famous scholar: Brahmapani, Rydraka, Arada Kalapa and five famous hermits. However, he was not satisfied with the lessons he got. He finally lived as hermit under Bodhi tree in Bodghaya city. India and got the highest knowledge here and it is called Bodhi.

Hereafter, he changed his name into "Budha Gautama". Prince Sidharta finally realized of how useless was the hermitage, that he started to eat again the food given by uruwilwa girls (corridor floor of 1st floor, northern side of upper assembly).

In Arupadhatu level, main stupa can be found with a diameter of 16.20m and height of 12.8m. In the first renovation by Theodorus Van Erp, a statue was found in the main stupa. Its shape was not completed on purpose. Or it was not as complete as other statues.

After growing up P. Sidhartha married to the princess It was presumed that the intention of this statue creation was to illustrate the highest Budha, which has the nature of Niskala or unclear.

This statue called Adhi budha, and now is present in the yard of Borobudur Temple museum.

There are 24 entrances in Borobudur Temple, 6 are on each temple sides that toward the main stupa. Entrance on the lowest door is not complete anymore, you will only see its head ornament>

While for the 4th entrance has similar appearance or twin doors, and it called as "Awesome" door towards the Heaven.



The data above presents an additional description about Borobudur. It can be seen that it describes about the person who built Borobudur and also describes when this temple built. Besides that, it also presents that there 24 entrances in Borobudur temple.

## 5. Facilities

In this part of the brochure, it explains about the facilities given by the tourist object, in this case Borobudur temple. The following picture is the description of the facilities found in Borobudur temple:



On February 23, 1983, the President of Republic Indonesia, Soeharto, inaugurated the completion of Borobudur temple renovation (post renovation) with an expectation that it can last to another 1,000 years.

As continuation of this renovation, Indonesia government decided to build a park around the temple of 85 ha. Function of this park is silencer, to arrange and accommodate increased visitor flows to the temple. consequently, this park is protecting and safeguarding belt of glorious Borobudur temple. In the concept of park planning, it was attempted to restore historical and spiritual atmosphere around the temple. Buildings in the park is constructed with traditional architecture pattern, and so is the landscaping with various scanty trees, all of these are expected to be one beautiful and grandiose combination, with an impression of quiet and historic natural atmosphere.

### Facilities found in the park:

- Guest House of Borobudur Park is equipped with restaurant Seminar Room, Library and Audio Visual about Borobudur's story
- Exhibition/Museum hall
- Research/ Conservation Center of temple stones.
- Some prayer houses for moslems and toilettes spread in the park
- Plant cultivation site
- Parking lot to accommodate 90 busses, 260 cars and 200 motorcycles
- 2 international class restaurants
- Ticket box office in both sides of entrance and goods storage
- Information Center where visitors can obtain further information about the park and Borobudur Temple
- Playground arena for children and Elephants

Borobudur temple is ancient temple inherited by Buddhism and was built as place to meditate or to stand in silence.





Based on the data, it tells to the readers or visitors that they can find the facilities offered by the tourist object. People can spend their time by using this facilities.

## 6. Justifying the Place

In this part of the data, it describes about a justification of Borobudur. It tells the readers that Borobudur is a very beautiful place to visit. It can be seen in the following picture below:



### LION STATUE

There are 32 lion statues to be found in Borobudur Temple, which function as gate guard of the temple.

This statues existence is possibly because:

- Sidharta is from Sakyasimha dynasty which has a symbol of lion
- Lion is Budha vehicle when went up to Nirvana

#### Technical data

1. Temple height from the ground to the top is 35,29 m
2. Side length/array of 119m
3. Temple wide is 14.161m<sup>2</sup>
4. Amount of Keben stupa and ornaments are 1,464
5. Amount/volume of additional foot is 12.750m<sup>3</sup>
6. Amount/volume of building stones is 42.250m<sup>3</sup>
7. Amount/Volume of entire stones is 55,000m<sup>3</sup>
8. Amount of stones in blocks is 2,000,000 andestic rodks
9. Amount of story relief panels is 1,460 pieces
10. Amount of decorative relief panel is 1,212 pieces. These relief panels include a wide of 2,500 m<sup>2</sup>
11. Weight of temple building is ±3,500,000 ton

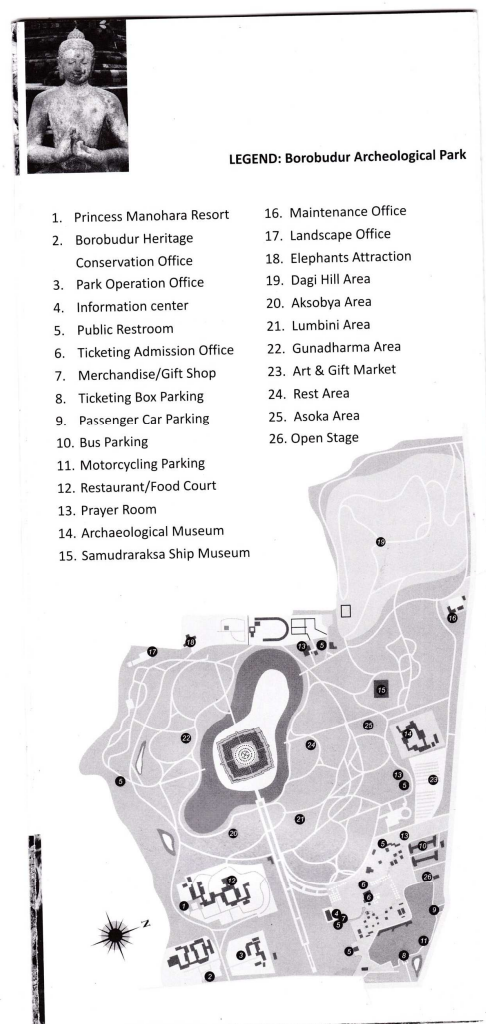
After the completion of this second renovation, Borobudur temple is expected to last another 1,000 years. As one of 7 world miracles. Borobudur temple belongs not only to Indonesia but to the world. Its maintenance is not only the responsible of Indonesian Government but ours.

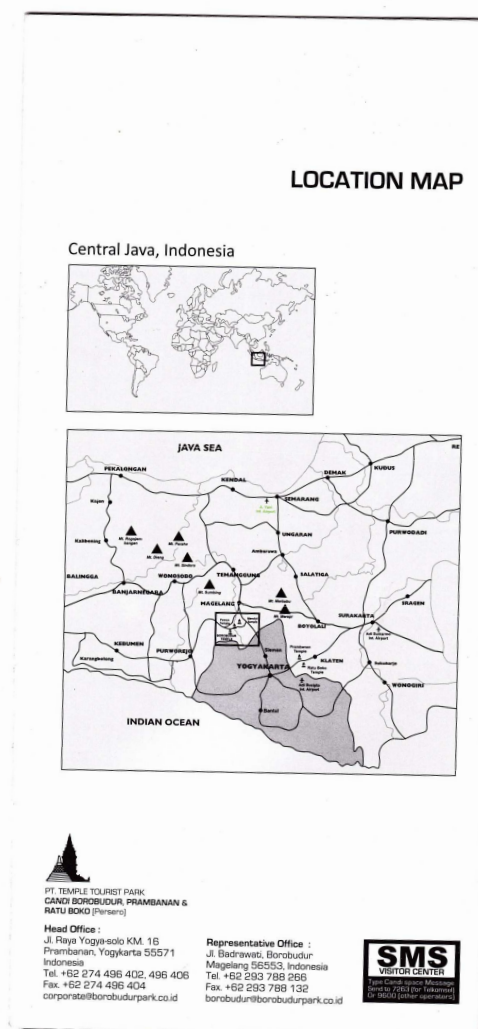


It can be seen in the picture above that it shows a place justify. This part of the brochure tells the readers that Borobudur there is an existante of a statue in Borobudur temple. Besides that, it also describes the statues at Borobudur.

## 7. Location Map

This part provides information about detail of the location. In this brochure, it shows by the detail of the tourist location by giving the visitors the pictures so they could find the location they wanted to visit easily. This stage is seen in the following:





#### 4.2.3 Linguistics Features of the Brochure of Borobudur

##### 4.2.3.1 Process Found in Borobudur Brochure

**Table 4.4 Process found in Brochure of Borobudur**

No	Type of Process	Total	%
1	Material	16	31.7%
2	Relational	19	46.34%
3	Mental	3	7.31%
4	Existential	3	7.31%
<b>Total</b>		<b>41</b>	<b>100%</b>



It can be seen in the table above that processes are realized by verbs. Traditionally, verbs have been defined as ‘doing words’. But the above list indicates that some verbs are not doing words at all, but rather express states of being or having. In this analysis the researcher found four types of processes: material, relational, and mental.

The researcher covers that relational process is the most dominant process in the first brochure, which occurs 19 times and the percentage is 46.34%. Relational process can be identified as the dominant process, because verb is indicated by process of being mostly. Relational process has function to give information about the tourist object, in this case is Borobudur, and it gives valuable information for the visitors. These three processes can be seen in the following description below:

#### 1. Material Process

There are 16 material process found in the first brochure. The examples of material process are:

*a. When he **became** a hermit, he was a student of several scholar*

This clause shows the material process, it can be seen from a verb **became** in the clause. It means that the material process constructs process of doing. The verb **became** explains that Budha, in this case the personal pronoun “he”, has changed to be a hermit by the time he was a student.

*b. Main Stupa can **be found** with a diameter of 16.20m and height of 12.8m.*

This clause shows the material process, it can be seen from a verb **can be found** in the clause. It means that the material process constructs process of doing. The verb **can be found** tells that the main stupa in Borobudur temple can be measured by 16.20m of the diameter and 12.8 for the height.

- c. If we **examine** the the temple from a distant it **gives** usa shape of stupa but when we **get** near it, two items or building style.*

This clause shows the material process, it can be seen from a verb **examine** in the **clause**. It means that the material process constructs process of doing and happening. The verb **examine** explain that people or the visitors can take a look the temple from a distant.

## 2. Relational Process

There are 19 relational process found in the first brochure in this case is Borobudur. The examples of relational process are:

- a. When he became a hermit, he **was** a student of several scholar*

This clause gives an example of relational process produced in the brochure of Borobudur. It covers that the letter produces relational-attributive process. The to be **was** explains that Budha used to be a student of several scholar at that time.

- b. In the first renovation by Theodorus Van Erp, a statue **was** found in the main stupa.*

It can be seen in the clause above that it gives an example of relational process produced. It covers that the letter produces relational-attributive process. It is indicated by applying finite **was**. The finite explains that Theodorus Van Erp has renovated the statue in Borobudur temple especially in the main stupa.

- c. The entrance on the lowest door **is** not complete anymore, you will only see its head ornament.*

This clause gives an example of relational process produces. It covers that the letter produces relational-attributive process. It is indicated by applying finite **is**. The finite explains that the lowest entrance was not done yet. Besides that the visitors also can see the head ornament on the entrance.

### 3. Mental Process

- a. During his wondering outside the palace, he met and **saw** some occasions that he never **seen** before.*

The example above shows mental process, a process dealing with senses. It can be seen from the verb **saw** and **seen**. It can be seen that these two verbs have a similar meaning, the different is only the word form: simple present and past participle. It means that there is process of seeing. It can be seen in the data that Princess Gopa was so wondering with the outside world that he never seen before then he decided to go outside himself.

#### 4.2.3.2 Tenses found of Borobudur Brochure

Table 4.5 below is describing the types of tenses found in Brochure of Borobudur

No	Tenses	Total	%
1	<b>Simple Present</b>	17	68%
2	<b>Simple Past</b>	2	8%
3	<b>Simple Future</b>	3	12%
4	<b>Present Perfect</b>	3	12%
<b>Total</b>		<b>25</b>	<b>100%</b>

The tenses found in the Borobudur brochure are simple present tenses, simple past tenses, simple future tenses, and present perfect tenses. The researcher covers that simple present tense is the most dominant tense in the brochure which occurs 17 times and the percentage is 68%. Simple present tenses can be identified as the dominant tenses, because it express action or state in the present time and it is used to say something happens all the time or repeatedly, or that something is true in general. Simple present can be seen from several verbs, which is used the simple form of verb [am/is/are] + [V1= future verb]: *include*, *build*, *comprise*, etc.

1. **Simple present tense** expresses an unchanging, repeated, or reoccurring action or situation that exists only now. It can also represent a widespread truth. With the simple form of the verb [am / is / are] + [verb]
  - a. *In Rupadatu level, an arrangement of relief that **tells** Budha Gautama's life can be found.*
  - b. *This relief **illustrates** human life that **is** still tied by lust.*

2. **Simple past tense** expresses an action or situation that was started and finished in the past. Most past tense verbs end in –ed. With the simple form of the verb [verb + ed]
  - a. *After seen this fact, Prince Sidharta **left** the palace and **became** a hermit.*
  - b. *As he grown up, Prince Sidharta was married to a princess names Princes Goba.*
3. **Simple future tense** expresses an action or situation that will occur in the future. This tenses is formed by using will/shall, with the simple form of the verb [will] + [verb1]
  - a. *Entrance on the lowest door is not complete anymore, you **will** only see its head ornament.*
4. **Present perfect tense** is tells something about the present. It is used to give information or to announce a recent happening. The simple form of verb [have/has] + a past participle.
  - a. *As he **grown** up, Prince Sidharta was married to a princess names Princes Goba.*
  - b. *After **seen** this fact, Prince Sidharta left the palace and became a hermit.*

#### 4.3 The discussion of Second Brochure of Karimunjawa

##### 4.3.1 Social function of the Brochure of Karimunjawa

The social function of the brochure is to inform and promote the beauty of Karimunjawa island which is considered as one of the best tourist resort in Indonesia.

##### 4.3.2 Schematic structure of the Brochure of Karimunjawa

The schematic structure of this brochure is: ^ Headlines ^ Location  
Description ^ Suplemantary Information ^ Direction and Transportation ^

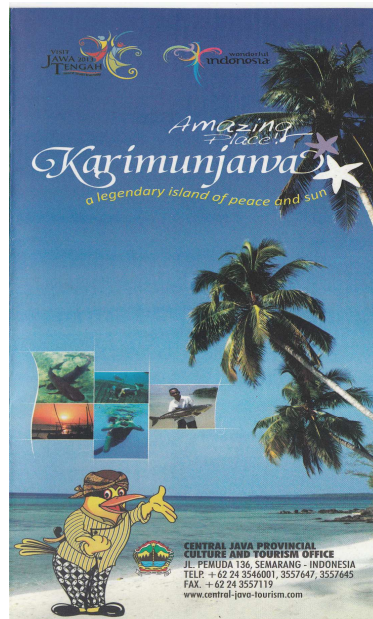
Facilities and Souvenirs^ Accomadation List ^ Information Centre^

Location Map.

### 1. Headlines

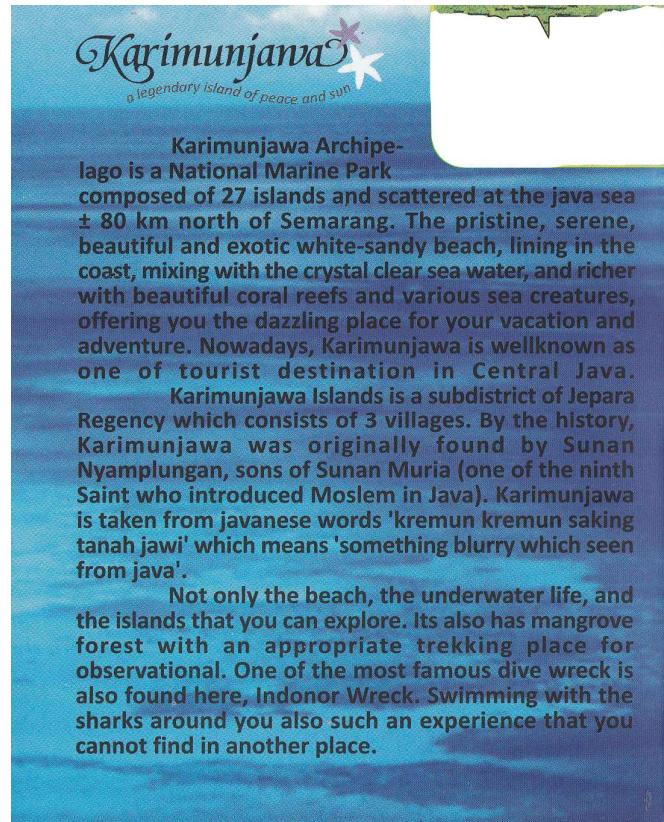
The existence of headlines is important. It shows the term or identity of brochure. That is the reason why headlines is one of the important parts mentioned in brochure. Reading the headlines of the brochure will be clearly to identify the kind of the brochure.

The characteristic of headlines is used a nominal group, it can be seen from the tourisn brochure called “*Amazing Place Karimunjawa, a legendary island of peace and sun*” The word Karimunjawa becomes the head word of the phrase and the other words become additional information. The word Karimunjawa becomes the head word of the phrase and the other words become additional information. It can be seen in the picture below :



## 2. Location Description

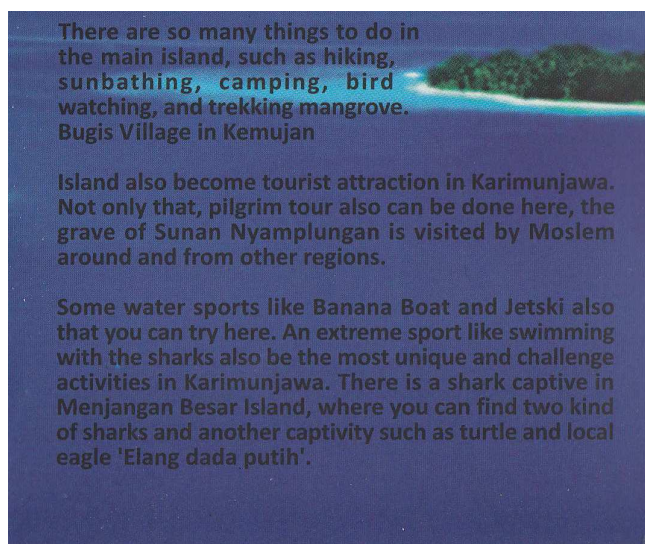
This part of the data offers the product or service to the readers by indicating the location description. It can be seen in the following picture below:



The characteristic of justifying the location is by mentioning the important things of the description of the location. Based on the data, it tells the readers or the tourists who visit Karimunjawa that Karimunjawa belongs to a National Marine Park in Indonesia. Besides that, it also describes that Karimunjawa consists of three villages and it does not only provide beach but also mangrove forest as the tourist objects.

### 3. Supplementary Information

In this part of data, it offers the the additional description about Karimunjawa island. The picture below shows this information:

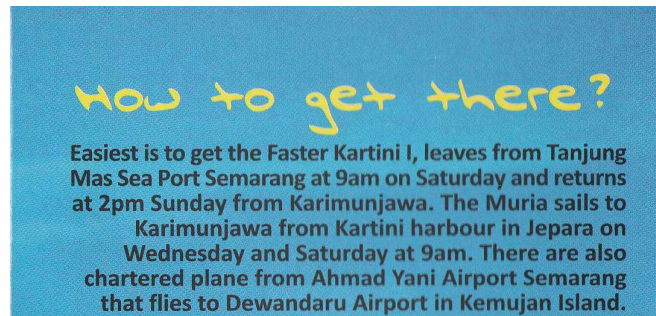


The data above presents an additional description about Karimunjawa island. It can be seen that it describes about other tourist attractions that people can enjoy when they stay there.

### 4. Direction and Transportation

This part of the brochure presents the direction of the transportation for the visitors or the tourists who want to go to karimunjawa. From the data the readers can get the illustration about the direction and transportation that offered in this brochure. It can be seen in the following:

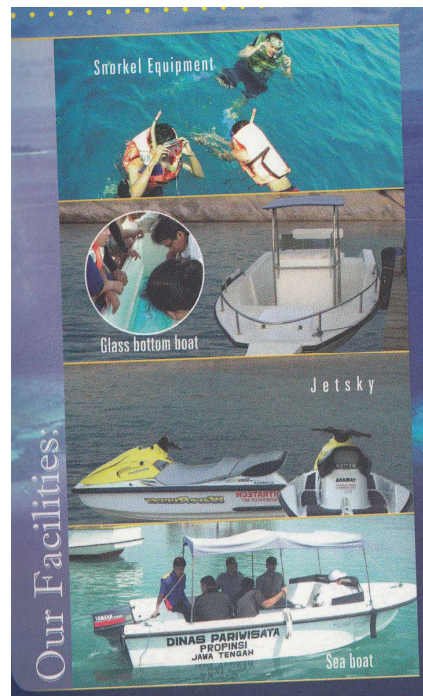




From the data above, the paragraph explains that the visitors or the tourist can leave from Tanjung Mas Sea Port Semarang at 9 a.m on Saturday and Sunday or they also can get the ship from kartini Harbour in Jepara every Wednesday and Saturday at 9 a.m. Besides that, if the tourists do not want to sail then they can chartered a plane from Ahmad Yani Airport in Semarang that flies to Dewandaru Airport in Kemujan island.

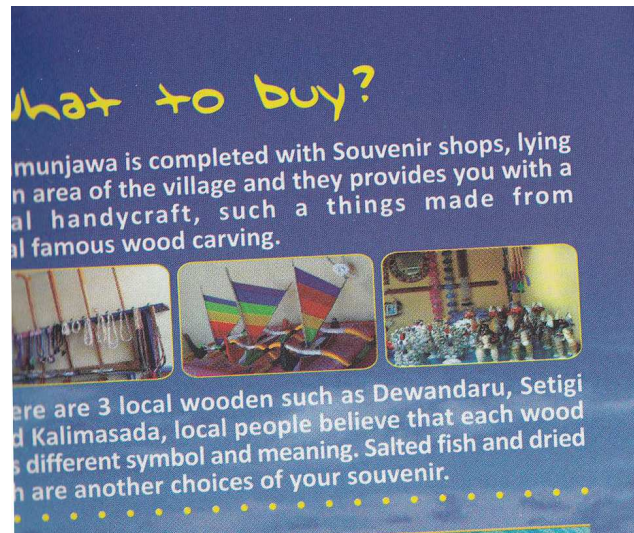
## **5. Facilities and Souvenirs**

In this part of brochure, it provides information about detail of the product and its facilities. In this brochure, it shows by mentioning the facilities that the visitors can use when they visit Karimunjawa. It can be seen in the following picture:



The data above shows some facilities offered by Karimunjava. It can be seen in the data above that the facilities are snorkling, glass bottom boat, jetsky and sea boat.

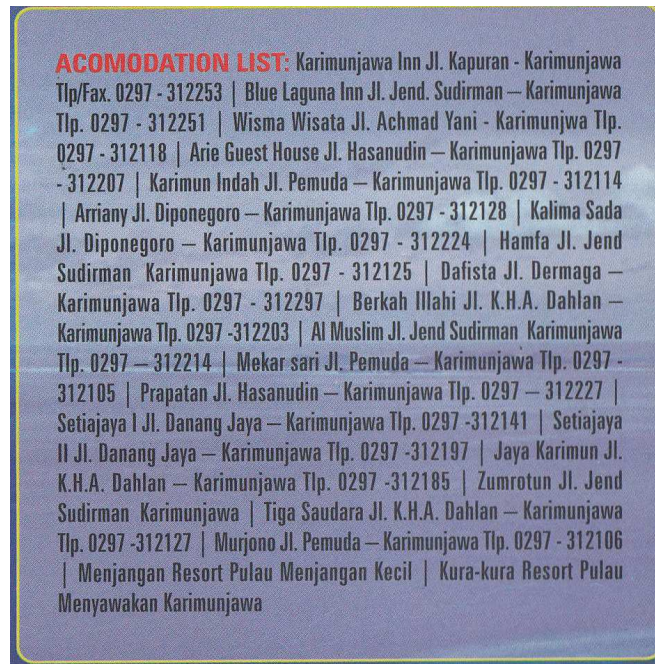
This move involved information which is told by people who ever used the product or service. People who ever join in this program give their comments how this program going on, and what the advantages after they join in this program. This stage is seen in the following:



It can be seen in the data above that it is explained there are some souvenirs shop in Karimunjawa where people can buy souvenirs.

## 6. Accomodation List

In this part of the data, the reseacher presents the brochure indicating an accomidation which can be found in Karumunjawa island. The following picture is the accomodation fouund in the brochure:



It can be seen in the above picture that people or visitors are not to be worry if the want to spend their time or to stay a night in Karimunnjawa. It is because there are some accomodations that they can choose. Karimunjawa offers some hotels or motels ranging from the cheapest until the most expensive hotel.

## 7. Information Centre

In this part of the data, the researcher presents the brochure indicating an information about Tourism Information Centre which can be found in Central Java. The Following picture is the information centre found in the brochure :





## 8. Location Map

This part provides information about detail of the location by showing the map of the place. In this brochure, it shows by the detail of the tourist location by giving the visitors the pictures so they could find the location they want to visit easily. This stage is seen in the following:



The data above describes the location of Karimunjawa. It can be seen in the picture above that it shows the detail of the location and its place. Besides that, the presentation of the map is using a color which indicate its location. So it will make the visitors easier to find the place they will go.

### 4.3.3 Linguistic Features of Karimunjawa Brochure

#### 4.3.3.1 Process found in Karimunjawa Brochure

**Table 4.6 Process found in Karimunjawa Brochure**

No	Type of Process	Total	%
1	Material	19	51,35%
2	Relational	15	40,54%
3	Mental	1	2,71%
4	Existential	2	5,40
<b>Total</b>		<b>37</b>	<b>100%</b>

It can be seen that processes are realized by verbs. Traditionally verbs have been defined as ‘doing words’ but as the above list indicates, some verbs are not doing words at all, but rather express states of being or having. In this analysis the researcher found 4 type processes: material, relational, mental and existential.

The researcher covers that material process is the most dominant process in the second brochure, which occurs 19 times and the percentage is 51.35%. Relational process can be identified as the dominant process, because verb is indicated by process of doing mostly. Material process has function to persuade and attract people to join this program.

## 1. Material Process

here are 19 material process found in the third brochure. The examples of material process are:

- a. As a National Marine park there are some marine sports that you **can do** here, such as Diving, Snorkling, Swimming, and Fisihing.*

This clause shows the material process, it can be seen from a verb **can do** in the clause. It means that the material process constructs process of doing. The verb **can do** explain that this program will increase the ability and capability of the entire tourist to do some activities there such as mentioned in the brochure.

- b. Island **also become** tourist attraction in karimunjava.*

This clause shows the material process, it can be seen from a verb **become** in the clause. It means that the material process constructs process of doing. The verb **become** tells that one of the islands in Karimunjava becomes the tourist resort there.

- c. Not only that, pilgrim tour also **can be done** here, the grave of Sunan Nyamplungan is visited by Moslem around and from other regions*

This clause shows the material process, it can be seen from a verb **can be done** in the clause. It means that the material process constructs process of doing. The verb **can be done** tells that the tourists who visit Karimunjava can drop by Sunan Nyamplung area.

## 2. Relational Process

There are 15 material process found in the third brochure. The examples of relational process are:

- a. *Karimunjawa Archipelago is a a National Marine Park composed of 27 islands and scattered at the Java sea 80 km north of Semarang.*

This clause gives an example of relational process produces. It covers that the letter produces relational-attributive process. It is indicated by applying finite **is**. The finite explains that Kaimunjawa Archipeloge scrattered at the Java sea.

- b. *Karimunjawa islands is a subdistrict of Jepara Regency which consists of 3 villages.*

This clause gives an example of relational process produces. It covers that the letter produces relational-attributive process. It is indicated by applying finite **is**. The finite explains that Kaimunjawa consists of 3 villages.

## 3. Mental Process

There is only one mental process found in the third brochure. The example of relational process is:

- a. *Besides that you can also take glass botom boat tour to **see** the coral reefs.*

The example above shows mental process perception. It can be seen that it is a verb **see**. This verb shows how people affect or



see something. In this clause, the tourist can see the beautiful of coral reefs from the glass bottom boat.

#### 4. Existential Process

There are 2 existential process found in the second brochure entitled Karimunjawa. The examples of relational process are:

a. ***There are** so many things to do in the main island, such as hiking, sunbathing, camping, bird watching, and trekking mangrove.*

The example above shows existential process. It can be seen from a word **there are**. The word shows existential process. This clause explains that there are many tourisit objects that people can enjoy when they are visiting Karimunjawa.

#### 4.3.3.2 Tenses found of brochures of Karimunjawa

**Table 4.9 Tenses found in Karimunjawa Brochure**

No	Tenses	Total	%
1	<b>Simple Present</b>	30	88.23%
2	<b>Simple Past</b>	1	2,94%
4	<b>Present Perfect Tenses</b>	3	8,82%
<b>Total</b>		<b>34</b>	<b>100%</b>

The tenses used in this text are simple present tenses, simple past tenses, and simple future tenses. The researcher covers that simple present tense is the most dominant tense in the brochure which occurs 30 times and the percentage is 81.08%. Simple present tenses can be identified as the dominant tenses, because it expresses action or state in the present time and it is used to say something happens all the time or repeatedly, or that

something is true in general. Simple present can be seen from several verbs, which is used the simple form of verb [am/is/are] + [V1= future verb]: *is, are, visits, leaves*, etc.

1. **Simple present tense** expresses an unchanging, repeated, or reoccurring action or situation that exists only now. It can also represent a widespread truth. With the simple form of the verb [am / is / are] + [verb]

- a. *As the Marine Park there **are** some marine sports that you can **do** here, such as Diving, Snorkling, Swimming, and Fisihing.*
- b. *Karimunjawa Archipelago **is** a a National Marine Park composed of 27 islands and scattered at the Java sea 80 km north of Semarang*

2. **Simple past tense** expresses an action or situation that was started and finished in the past. Most past tense verbs end in –ed. With the simple form of the verb [verb + ed]

- a. *Island also **become** tourist attraction in karimunjawa.*
- b. *By the history, karimunjawa **was** Originally found by Sunan Nyamplungan*

## CHAPTER V

### CONCLUSION AND SUGESSTION

This chapter discusses the conclusion of the data analysis in chapter IV, and suggestion related to this research. Furthermore, this research discusses about genre on Tourism brochures. This research has three objectives: to describe social function, schematic structure and linguistic features of discourse.

#### 5.1 Conclusion

After the researcher conducted data analysis the it comes to the conclusion as follows:

1. The social function on brochure is to inform and promote a place or tourist attractions to people or visitors.
2. The schematic structure on brochure is not the same; all of them have the different form. The dominant schematic structure of brochure is Headlines ^ Location Description^ Place Information^ Supplementary Information^ Facilities^ (Justifying the Place)^ (Direction & Transportation)^ Souveniers^ (Accomodation List)^ (Information Centre)^ Location Map.
3. The process that occurs in the texts are material process, relational process, mental process, and behavioral process. Material and Relational process becomes the dominant process because the process describes processes of doing and being. It expresses the notion that some entity physically does something-which may be done to some other entity.

Material process has function to give information to the people and attract people to visit the place. The tenses that occur are simple present tense, simple past tense, simple future tense, and present perfect tense. Simple present tense can be identified as a dominant tense in the text, because it expresses action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general.

## **5.2 Suggestion**

The researcher realizes that this thesis has not been fully proved in the real applications. Therefore, for the next researchers who are interested in English, the researcher would like to give suggestion as follows:

1. The researcher hopes this research gives motivation to other researcher who conduct a similar research.
2. It is also hoped that the study of genre, will be useful for the readers who are interested in English master.

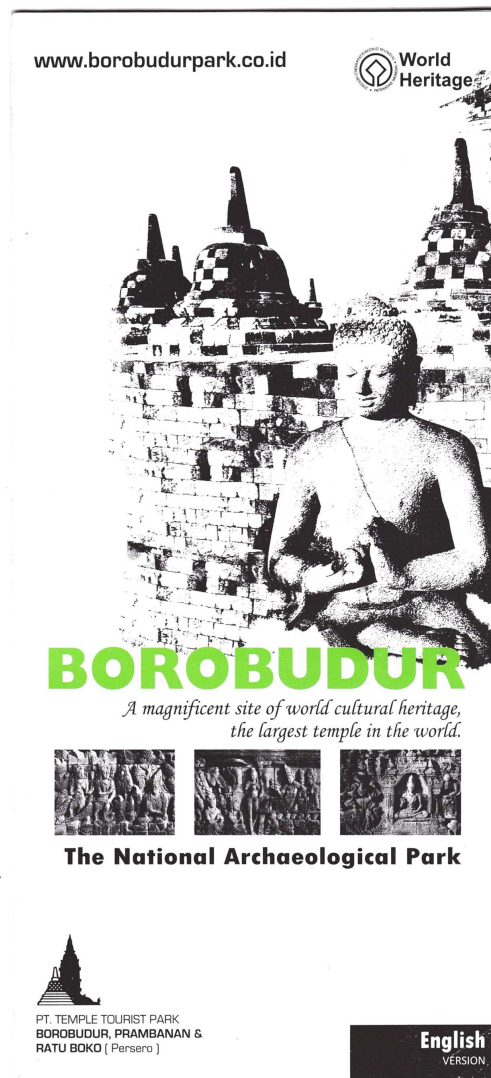
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## APPENDIX

### The Brochure of *Borobudur temple* :





## LOCATION

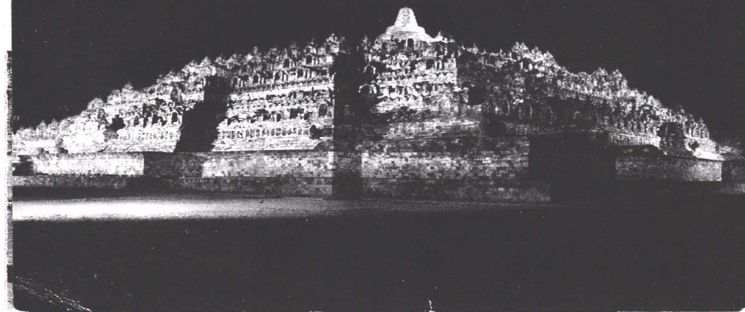
The Borobudur temple is located in the Sub district of Borobudur, Magelang Regency, Central Java Province. Its location is  $\pm 269\text{m}$  above sea surface and surrounded by several mountains.

Borobudur temple has undergone 2 renovations; the first was in 1907-1911 conducted by Theodorus Van Erp curing the Dutch Colonialism.

Sixty years later, condition of Borobudur temple is in jeopardy that Indonesian government with assistance of UNESCO conducted the second renovation started in 1973 - 1983.

In summary, this renovation work is consisted of:

1. Demolition of all parts of Rupadhatu, namely 5 levels of quadrilateral above the Temple foot that included 1,000,000 pieces of stones or  $29,000\text{ m}^3$ .
2. Leather stones cleaning and conservation of almost 170,000 stones or about  $6,000\text{ m}^3$  of stones that were demolished one by one.
3. Installation of  $4,000\text{ m}^3$  reinforced concrete foundation on each level to support the temple, with water ducts in the construction.
4. Rearrangement of leather stones which are cleaned of microorganisms (moss, mildew and other microorganisms) to the original place.







Borobudur's name originated from words Boro and Budur, where Boro means temple or shrine from Sanskrit 'Byara' while Budur remains as of Balinese 'Beduhur' which means above the hill.

Borobudur temple which is built above the hill as a stepped pyramid was made of piles of more than 2,000,000 andesitic rocks.

If we examine the temple from a distant it gives us a shape of stupa but when we get near it, two items or building styles. Upper part has the shape of main stupa and is based on three round kernels, this style represents Indian architecture style while the lower part is a stepped pyramid shaped as a quadrilateral with angles.

This shape illustrates Javanese style or architecture, however both parts are a unity and as a whole it resembles a stupa.

Stupa in Borobudur Temple is in accordance with Buddhism concept which is a replica of the universe. Borobudur temple has no spaces inside. We can merely see and admire it by walking around it which is called as 'Pradaksina'.

According to Buddhism, Buddha means giving deep admiration to good spirits. Building of Borobudur temple consists of 3 major sections.

- The first section called as "Kamadhatu" which describes human lives which have the ability to control desires which is described by the foundation section.
- The second section is called as "Rupadhatu" which describes human lives which have the ability to control desires yet still bound by forms.
- The third section is called as "Arupadhatu" which describes nirvana and sunyata worlds, described by 3 terraces in form of circles.





When he became a hermit, he was student of several famous scholar: Brahmapani, Rydraka, Arada Kalapa and five famous hermits. However, he was not satisfied with the lessons he got. He finally lived as hermit under Bodhi tree in Bodghaya city. India and got the highest knowledge here and it is called Bodhi.

Hereafter, he changed his name into "Budha Gautama". Prince Sidharta finally realized of how useless was the hermitage, that he started to eat again the food given by uruwilwa girls (corridor floor of 1st floor, northern side of upper assembly).

In Arupadhatu level, main stupa can be found with a diameter of 16.20m and height of 12.8m. In the first renovation by Theodorus Van Erp, a statue was found in the main stupa. Its shape was not completed on purpose. Or it was not as complete as other statues.

After growing up P. Sidhartha married to the princess It was presumed that the intention of this statue creation was to illustrate the highest Budha, which has the nature of Niskala or unclear.

This statue called Adhi budha, and now is present in the yard of Borobudur Temple museum.

There are 24 entrances in Borobudur Temple, 6 are on each temple sides that toward the main stupa. Entrance on the lowest door is not complete anymore, you will only see its head ornament

While for the 4th entrance has similar appearance or twin doors, and it called as "Awesome" door towards the Heaven.





On February 23, 1983, the President of Republic Indonesia, Soeharto, inaugurated the completion of Borobudur temple renovation (post renovation) with an expectation that it can last to another 1,000 years.

As continuation of this renovation, Indonesia government decided to build a park around the temple of 85 ha. Function of this park is silencer, to arrange and accommodate increased visitor flows to the temple. consequently, this park is protecting and safeguarding belt of glorious Borobudur temple. In the concept of park planning, it was attempted to restore historical and spiritual atmosphere around the temple. Buildings in the park is constructed with traditional architecture pattern, and so is the landscaping with various scanty trees, all of these are expected to be one beautiful and grandiose combination, with an impression of quiet and historic natural atmosphere.

**Facilities found in the park:**

- Guest House of Borobudur Park is equipped with restaurant Seminar Room, Library and Audio Visual about Borobudur's story
- Exhibition/Museum hall
- Research/ Conservation Center of temple stones.
- Some prayer houses for moslems and toilettes spread in the park
- Plant cultivation site
- Parking lot to accommodate 90 busses, 260 cars and 200 motorcycles
- 2 international class restaurants
- Ticket box office in both sides of entrance and goods storage
- Information Center where visitors can obtain further information about the park and Borobudur Temple
- Playground arena for children and Elephants

Borobudur temple is ancient temple inherited by Buddhism and was built as place to meditate or to stand in silence.





## LION STATUE

There are 32 lion statues to be found in Borobudur Temple, which function as gate guard of the temple.

This statues existence is possibly because:

- Sidharta is from Sakyasimha dynasty which has a symbol of lion
- Lion is Budha vehicle when went up to Nirvana

### Technical data

1. Temple height from the ground to the top is 35,29 m
2. Side length/array of 119m
3. Temple wide is 14.161m<sup>2</sup>
4. Amount of Keben stupa and ornaments are 1,464
5. Amount/volume of additional foot is 12.750m<sup>3</sup>
6. Amount/volume of building stones is 42.250m<sup>3</sup>
7. Amount/Volume of entire stones is 55,000m<sup>3</sup>
8. Amount of stones in blocks is 2,000,000 andestic rods
9. Amount of story relief panels is 1,460 pieces
10. Amount of decorative relief panel is 1,212 pieces. These relief panels include a wide of 2,500 m<sup>2</sup>
11. Weight of temple building is ±3,500,000 ton

After the completion of this second renovation, Borobudur temple is expected to last another 1,000 years. As one of 7 world miracles. Borobudur temple belongs not only to Indonesia but to the world. Its maintenance is not only the responsible of Indonesian Government but ours.





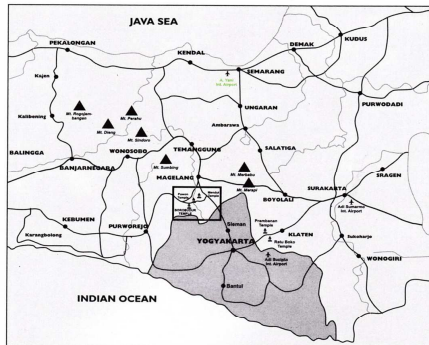
LEGEND: Borobudur Archeological Park

- |   |                          |
|---|--------------------------|
| 1. Princess Manohara Resort               | 16. Maintenance Office   |
| 2. Borobudur Heritage Conservation Office | 17. Landscape Office     |
| 3. Park Operation Office                  | 18. Elephants Attraction |
| 4. Information center                     | 19. Dagū Hill Area       |
| 5. Public Restroom                        | 20. Aksobya Area         |
| 6. Ticketing Admission Office             | 21. Lumbini Area         |
| 7. Merchandise/Gift Shop                  | 22. Gunadharma Area      |
| 8. Ticketing Box Parking                  | 23. Art & Gift Market    |
| 9. Passenger Car Parking                  | 24. Rest Area            |
| 10. Bus Parking                           | 25. Asoka Area           |
| 11. Motorcycling Parking                  | 26. Open Stage           |
| 12. Restaurant/Food Court                 |                          |
| 13. Prayer Room                           |                          |
| 14. Archaeological Museum                 |                          |
| 15. Samudraraksa Ship Museum              |                          |



## LOCATION MAP

Central Java, Indonesia



PT. TEMPLE TOURIST PARK  
CANDI BOROBUDUR, PRAMBANAN &  
RATU BOKO (Prambanan)

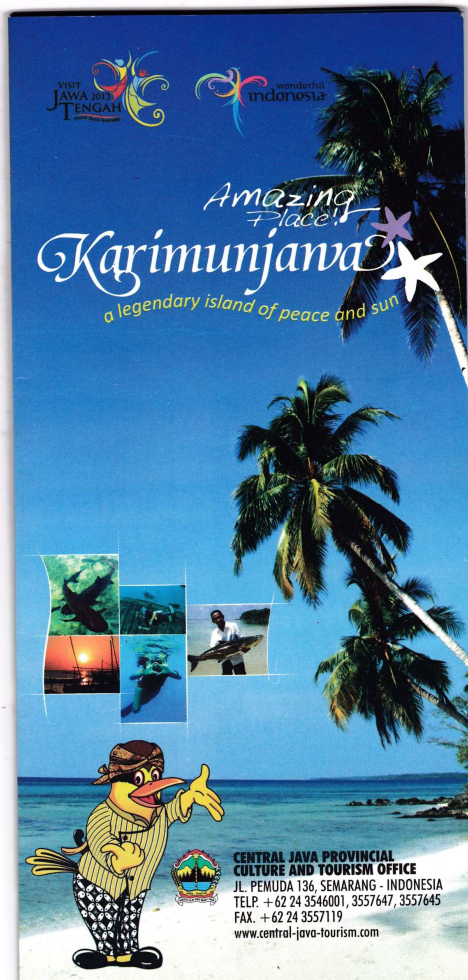
Head Office :  
Jl. Raya Yogya-solo KM. 16  
Prambanan, Yogyakarta 55571  
Indonesia  
Tel. +62 274 496 402, 496 406  
Fax. +62 274 496 404  
corporate@borobudurpark.co.id

Representative Office :  
Jl. Badrawati, Borobudur  
Magelang 56553, Indonesia  
Tel. +62 293 788 266  
Fax. +62 293 788 132  
borobudur@borobudurpark.co.id





**The Second Brochure of *Karimunjawa* island**





There are so many things to do in the main island, such as hiking, sunbathing, camping, bird watching, and trekking mangrove. Bugis Village in Kemujan

Island also become tourist attraction in Karimunjawa. Not only that, pilgrim tour also can be done here, the grave of Sunan Nyamplungan is visited by Moslem around and from other regions.

Some water sports like Banana Boat and Jetski also that you can try here. An extreme sport like swimming with the sharks also be the most unique and challenge activities in Karimunjawa. There is a shark captive in Menjangan Besar Island, where you can find two kind of sharks and another captivity such as turtle and local eagle 'Elang dada putih'.



## How to get there?

Easiest is to get the Faster Kartini I, leaves from Tanjung Mas Sea Port Semarang at 9am on Saturday and returns at 2pm Sunday from Karimunjawa. The Muria sails to Karimunjawa from Kartini harbour in Jepara on Wednesday and Saturday at 9am. There are also chartered plane from Ahmad Yani Airport Semarang that flies to Dewandaru Airport in Kemujan Island.

### BY KMC KARTINI I

#### SCHEDULE: SEMARANG - KARIMUNJAWA - SEMARANG

Semarang-Karimunjawa	SATURDAY	09.00-12.30
Karimunjawa-Semarang	SUNDAY	14.00-17.30

#### TICKET PRICE

	EXECUTIVE	BUSINESS
ADULT	Rp. 155.000,-	Rp. 135.000,-
CHILD (1-12 YEARS)	Rp. 125.000,-	Rp. 105.000,-

#### SCHEDULE: JEPARA - KARIMUNJAWA - JEPARA

JEPARA- KARIMUN	MONDAY	10.00- 12.30
-----------------	--------	--------------

#### TICKET PRICE

	EXECUTIVE	BUSINESS
ADULT	Rp. 85.000,-	Rp. 70.000,-
CHILD (1-12 YEARS)	Rp. 70.000,-	Rp. 50.000,-

KARIMUN- JEPARA	TUESDAY	11.00- 13.30
-----------------	---------	--------------

#### TICKET PRICE

	EXECUTIVE	BUSINESS
ADULT	Rp. 75.000,-	Rp. 70.000,-
CHILD (1-12 YEARS)	Rp. 60.000,-	Rp. 55.000,-

#### SCHEDULE: SEMARANG - JEPARA- SEMARANG

SEMARANG- JEPARA	MONDAY	07.00- 10.00
JEPARA- SEMARANG	TUESDAY	11.00- 17.00

#### TICKET PRICE

	EXECUTIVE	BUSINESS
ADULT	Rp. 75.000,-	Rp. 70.000,-
CHILD (1-12 YEARS)	Rp. 60.000,-	Rp. 55.000,-

Price can be change all the time ticket reservation and information: Jl. Siliwangi 357 Phone. 024 - 7605660

### BY KM. MURIA

#### SCHEDULE: JEPARA - KARIMUNJAWA - JEPARA

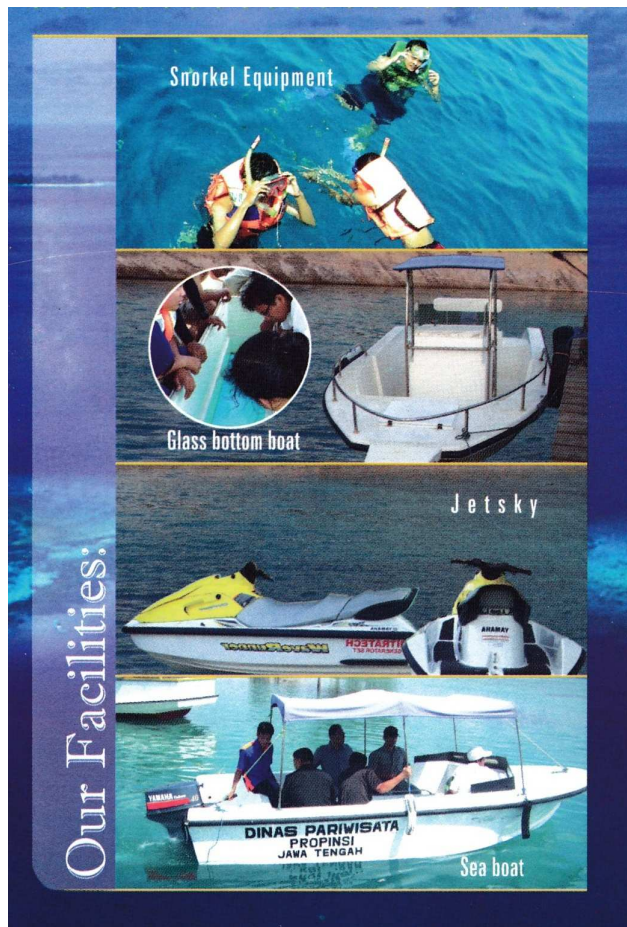
JEPARA- KARIMUN	MONDAY	09.00
	WEDNESDAY	09.00
	SATURDAY	09.00
KARIMUN- JEPARA	TUESDAY	08.00
	THURSDAY	08.00
	SUNDAY	08.00

#### TICKET PRICE

	EXECUTIVE	BUSINESS
ADULT	Rp. 80.000,-	Rp. 31.000,-
CHILD (1-12 YEARS)		

Schedule & price can be change all the time Ticket reservation and information: ASDP Jepara 0291 - 591048





## What to buy?

Karimunjawa is completed with Souvenir shops, lying in an area of the village and they provides you with a local handycraft, such a things made from local famous wood carving.



There are 3 local wooden such as Dewandaru, Setigi and Kalimasada, local people believe that each wood has different symbol and meaning. Salted fish and dried fish are another choices of your souvenir.





**ACOMODATION LIST:** Karimunjawa Inn Jl. Kapuran - Karimunjawa Tlp/Fax. 0297 - 312253 | Blue Laguna Inn Jl. Jend. Sudirman - Karimunjawa Tlp. 0297 - 312251 | Wisma Wisata Jl. Achmad Yani - Karimunjawa Tlp. 0297 - 312118 | Arie Guest House Jl. Hasanudin - Karimunjawa Tlp. 0297 - 312207 | Karimun Indah Jl. Pemuda - Karimunjawa Tlp. 0297 - 312114 | Arriany Jl. Diponegoro - Karimunjawa Tlp. 0297 - 312128 | Kalima Sada Jl. Diponegoro - Karimunjawa Tlp. 0297 - 312224 | Hamfa Jl. Jend Sudirman Karimunjawa Tlp. 0297 - 312125 | Dafista Jl. Dermaga - Karimunjawa Tlp. 0297 - 312297 | Berkah Illahi Jl. K.H.A. Dahlan - Karimunjawa Tlp. 0297 - 312203 | Al Muslim Jl. Jend Sudirman Karimunjawa Tlp. 0297 - 312214 | Mekar sari Jl. Pemuda - Karimunjawa Tlp. 0297 - 312105 | Prapatan Jl. Hasanudin - Karimunjawa Tlp. 0297 - 312227 | Setiajaya I Jl. Danang Jaya - Karimunjawa Tlp. 0297 - 312141 | Setiajaya II Jl. Danang Jaya - Karimunjawa Tlp. 0297 - 312197 | Jaya Karimun Jl. K.H.A. Dahlan - Karimunjawa Tlp. 0297 - 312185 | Zumrotun Jl. Jend Sudirman Karimunjawa | Tiga Saudara Jl. K.H.A. Dahlan - Karimunjawa Tlp. 0297 - 312127 | Murjono Jl. Pemuda - Karimunjawa Tlp. 0297 - 312106 | Menjangan Resort Pulau Menjangan Kecil | Kura-kura Resort Pulau Menyawakan Karimunjawa



## Central Java Tourism Information Centre

- **Semarang Centre:**  
Jl. Pemuda 147 Semarang  
Telp. (024) 3515451
- **Semarang Airport**  
Achmad Yani Airport  
Semarang  
Telp. (024) 351 5451
- **Solo**  
Arrival Hall Adi Sumarmo  
International Airport-Solo  
Mobile No. 0815 4854  
5952 (Mr. Ponco)
- **Karimunjawa**  
Pelabuhan Perintis  
Karimunjawa Kab. Jepara  
Telp. (0297) 312253
- **Yogyakarta**  
Jl. Malioboro No. 14  
Yogyakarta  
Telp. (0274) 566000
- **Bali**  
Jl. Raya Kuta No. 2,  
Kuta - Bali.  
Telp. (0361) 766 159

